

This Is a Call to Which Your Big Hearts Will Undoubtedly Respond With That Generous Warmth Which Has Won for You the Gratitude of the World

ARE you not proud of New York? Are you not glad to live among people whose patriotism prompted them to take **MORE THAN HALF** of the Liberty Bond Loan?

Do you realize what this means? You are in numbers only one-twentieth of all of the people who live in the United States—yet you gave **MORE THAN HALF** of the money your Government asked for.

Your prosperity has not closed your hearts to the call of patriotism. Your subscription to the Liberty Loan is merely the beginning of what you will do. Nothing can stop you now. It is in your blood to wish to do more, and you will do it.

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This is a call to you to again go down into your pockets and bring forth the Forty Million Dollars that President Wilson wants New York to give to the American Red Cross. Of course you will heed the call. You will give more than Forty Million Dollars. You will give more because your hearts will prompt you to do so.

Your Liberty Loan subscription averaged about \$200 for every man, woman and child living in Greater New York. Think of it! Is it not great?

If the Government asked you to start to-day to raise five times as much money to help prosecute the war for humanity, there is no doubt that you would raise it in a very short time.

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Since New York contributed an average of \$200 per inhabitant to send our soldiers and sailors into a battle for the right, surely it will not hesitate to contribute \$8 PER INHABITANT to the American Red Cross, whose sole mission is to care for the sick and wounded—to provide for the families of our soldiers and sailors—and to bring back home disabled men.

An average of \$8 per inhabitant will provide Forty Million Dollars—New York's share. This is an average of 16 cents a week per inhabitant for fifty weeks. Not a great deal to ask you to do, is it?

Thousands upon thousands of you will give a sum that will average a great deal more than 16 cents a week. Every worker must give a sum that will take care of the 16-cents-a-week allotment for the women and children who do not earn any money.

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Do you know of any man or woman worker who will refuse to contribute his or her share of a week's wages to the American Red Cross? Will not every body YOU KNOW contribute? If you should know anybody not willing to give, do your best to put heart into him—tell him about the great work of the American Red Cross, which is God's work carried on by unselfish men and women who are glad to make sacrifices and to give their service to help the sick, the wounded the distressed.

The work of the American Red Cross represents the spirit of America, which is to reach out and help all of the peoples of the world. The American Red Cross must spread its benefactions among many peoples. Not only must it look after our own soldiers and sailors, but it must help to take care of our brothers abroad with whom we have allied ourselves in fighting for a great cause.

Do you fully appreciate the unselfish work of the Red Cross? There are no words that more fittingly describe its work than these:

"For I was an hungered, and ye gave me meat: I was thirsty, and ye gave me drink: I was a stranger, and ye took me in: naked, and ye clothed me: I was sick, and ye visited me: I was in prison, and ye came unto me."

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Are you not willing to give every penny you can to help such an organization continue to do such a grand work?

"Inasmuch as ye have done it unto one of the least of these, my brethren, ye have done it unto Me."

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What will be done with the money you contribute? Every penny of it will be spent wisely and where it will do the most good. At the head of the American Red Cross is one of the most thorough and most capable business men in all America—Mr. H. P. Davison—who is giving freely of his ability, his time and his money to the cause.

There are no wheels within wheels whereby a great charity fund, such as President Wilson wants you to raise, will be dissipated in any way. Every worker pledges honor, sacrifice and service to the cause in order that every dollar, outside of necessary organization expense, shall go toward providing ambulances, hospital stores, linen, bandages, and supplies of every kind.

Thousands of doctors and nurses and ambu-

lance drivers—the bravest, most self-sacrificing, most sympathetic men and women in the world—must go to the fields of action, where they will endure, without murmur, dangers and hardships in the service of humanity. God bless and protect them!

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You will give your share of the money needed to carry on this great work. You will be repaid a thousandfold in the thought of doing your duty.

Two little shoes bought for his three-year-old baby, together with a letter addressed to his wife, were found in the pockets of a wounded Belgian cyclist, and the picture shows the tender interest of the nurse, which is characteristic of Red Cross workers.



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The nurses, attendants and physicians in the French Hospital, where the wounded Belgian lay at the point of death, were deeply touched when they found the little shoes and read the letter to his wife in which, in tender words, he explained that he had bought the shoes with the money he had earned as a scout in King Albert's army. The pathos of this incident moved every one in the hospital to employ every known agency of skill, science and hard work to snatch the brave soldier from the pathway of the "Grim Reaper."

Would you like to have one of your own thus tenderly cared for? Then give all you can to the Red Cross War Fund

And remember that when our soldiers go to the front across the water, we must provide homes for them over there. They cannot endure the hardships at the front continuously. They must occasionally have a chance to rest up. Part of the fund you contribute will be used in providing them with some home comforts. We cannot bring them back here for these short rests. They will be 3,000 miles away—in a foreign land.

They will be away from fathers and mothers, wives and children, or sisters and sweethearts—don't forget—and we must entrust them to the care of Red Cross workers.

Will we supply these Angels of Mercy with all the money they need? Certainly we will. Is it not the very least we can do? They are willing to go to the front for us—to act for us—to try to do for our fathers, brothers and sons all that we would do. What is our duty? To give whole-heartedly and with a God bless you, is it not?

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Perhaps you are wondering as you read these lines where the money comes from to pay for this advertisement. Let me tell you.

Some big-hearted, sympathetic, patriotic men said: "We must get the Red Cross appeal for funds before all of the people quickly. Our volunteer captains and their associate workers

cannot possibly get in touch with everybody in New York in ten days. How shall we go about it? The newspapers are helping more than their share, and it is unfair to ask them to do more. We had better contribute a sum of money to advertise Red Cross needs to all of the people. If everybody reads what the Red Cross is doing, there will be an avalanche of subscriptions."

Representatives of the Advertising Club of New York were consulted. Inquiry was made of

Measured by New York's Liberty Loan patriotism, which is an indication of its red-blooded heart—**FOR THERE CAN BE NO REAL PATRIOTISM WITHOUT A REAL HEART**—there will be no surprise if New York contributes more than half of the One Hundred Million Dollars wanted for the Red Cross.

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The needs of the Red Cross have gripped the hearts of everybody—the captains of industry and all of their workers. All New Yorkers are meeting in a common brotherhood. **THERE IS NO DIFFERENCE IN HEART BETWEEN FIFTH AVENUE AND THE BOWERY.** All men and women, no matter in what station of life, are working together.

Look over the following list of names of men and women who are directing this patriotic work and acting as Captains of Teams to raise funds for the Red Cross:

CLEVELAND H. DODGE, Chairman American Red Cross War Finance Committee.

SEWARD PROSSER, Chairman Executive Committee of American Red Cross War Finance Committee, 42 Wall Street.

CHARLES S. WARD, Secretary American Red Cross War Finance Committee, 42 Wall Street.

MEN'S TEAMS

1. M. Friedsam, care B. Altman & Co.
2. T. A. Gillespie, 50 Church St.
3. Daniel Guggenheim, 120 Broadway.
4. J. Horace Harding, 15 Broad St.
5. William M. Kingsley, 45 Wall St.
6. Edgar L. Marston, 24 Broad St.
7. Edwin P. Maynard, Brooklyn Trust Co., B'klyn, N.Y.
8. Hon. John Purroy Mitchell, City Hall.
9. J. P. Morgan, 23 Wall St.
10. H. G. S. Noble, New York Stock Exchange.
11. E. H. Outerbridge, 15 Broadway.
12. Charles H. Sabin, 140 Broadway.
13. Jacob H. Schiff, 52 William St.
14. James R. Sheffield, 52 William St.
15. Albert Strauss, 1 William St.
16. William B. Thompson, 14 Wall St.
17. F. D. Underwood, 50 Church St.
18. F. A. Vanderbilt, 55 Wall St.
19. George J. Whelan, 45 West 18th St.
20. A. H. Wiggin, 57 Broadway.

WOMEN'S TEAMS

21. Mrs. Richard Aldrich, "Rokeby," Tarrytown, N. Y.
22. Mrs. Charles B. Alexander, 4 West 58th St.
23. Mrs. James A. Burden, Jr., Westbury, L. I.
24. Miss Alice H. Chittenden, 280 Madison Ave.
25. Miss Mabel Choate, 8 East 68th St.
26. Mrs. E. H. Harriman, 1 East 69th St.
27. Mrs. Walter E. Maynard, 114 East 40th St.
28. Mrs. Herbert L. Pratt, Glen Cove, L. I.
29. Mrs. William K. Vanderbilt, Jr., 666 Fifth Ave.
30. Mrs. Orme Wilson, Jr., 11 East 64th St.

Miss Mary Parsons, Chairman Women's Teams, 110 East 86th St.

They are all very busy people—men and women of big affairs, with many demands on their time—yet they are willing to give up everything for ten days in order to help the Red Cross raise all the money needed to carry on its work of mercy.

They have associate team workers—all of whom are busy, prominent, influential men and women, who have volunteered to work night and day for the Red Cross cause.

The captains and their associate workers will not only work, but they will give. They are doing their part, and, of course, you will do your part.

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Meet them with your hearts and your money.

Most of you cannot give as much money as they can, but you can give as much heart and as much work. Heart and work will count tremendously, and your gift, whatever it is, will be as acceptable in the eyes of God because it will represent all you can do.

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REMEMBER THAT ALL MUST CONTRIBUTE ACCORDING TO THEIR MEANS IN ORDER TO TURN OVER TO THE RED CROSS WAR FUND AT LEAST FORTY MILLION DOLLARS, AND AS MUCH MORE AS YOUR HEARTS PROMPT YOU TO GIVE—AND IT MUST BE CONTRIBUTED NOW.

American Red Cross
War Finance Committee
42 Wall Street, New York

Date.....

Please have one of your representatives call on me with reference to a subscription to the Red Cross War Fund.

Name.....

Address.....

Call on June..... At hour.....